



Washington State Coalition  
to Reduce Underage Drinking

## Alcohol Advertising WAC Changes

On Oct. 26 the Liquor Control Board (LCB) issued new proposed language for alcohol advertising laws that would reduce youth exposure to alcohol ads in their communities. The LCB wants to hear comments on the key issues below by **Nov. 18, 2009**. Timeline for adopting new rules:

- Nov. 18: Comment period end
- Dec. 2: New CR 102 filed
- Jan. 6: Public hearing held 10:00 at LCB
- Jan. 13: Proposed rules adopted by Board
- Feb. 14: Rules become effective

To contact the LCB to give your opinion about the proposed changes, email them at [rules@liq.wa.gov](mailto:rules@liq.wa.gov).

1. Outdoor Alcohol Advertising- (signs on store property), WAC 314-52-070(2)  
“The board limits each retail licensed premises to a total of four signs referring to alcoholic beverages, brand names, or manufacturers that are affixed or hanging in the windows and on the outside of the premises that are visible to the general public from the public right of way. The board also limits the size of a sign...to six hundred square inches.”
2. Outdoor Alcohol Advertising- (e.g., billboards), WAC 314-52-070(5)  
“No outdoor advertising of liquor shall be placed within five hundred feet of schools, churches, public playgrounds, or athletic fields used primarily by minors where the administrative body of said schools, churches, public playgrounds, or athletic fields object to such placement....”
3. Brand Signs and Point-of-Sale Displays, WAC 314-52-113  
Inflatables may not target children or persons under 21. Costumed individuals may not be targeted to children or persons under 21.
4. Sponsorship of Public and Civic Events, WAC 314-52-120

Alcohol manufacturers, importers, and distributors may sponsor public and civic events if:

- The sponsor is acknowledged in letters smaller than the size of the event name
- Brand advertising is only at the site where alcohol sales/consumption are conducted
- Promotional items are not given away in public areas

Email your comments to the LCB: [rules@liq.wa.gov](mailto:rules@liq.wa.gov).

The entire text of the proposed advertising rule changes can be requested from the WA State Liquor Control Board.